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Travel Montana UPDATE

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Red Lodge, Glasgow & Whitehall: 1999/2000 CTAP Communities

Glasgow, Red Lodge and Whitehall are the 1999/2000 Community Tourism Assessment Program (CTAP) participants selected from seven applicants. Each will begin the 8-month "self help" tourism assessment and development process in September. CTAP is a cooperative project between the communities, MSU Extension, UM's Institute for Tourism and Recreation Research and Travel Montana.

Montana Commerce Department Director Peter Blouke announced the communities selection saying they will benefit from a process that "17 other Montana communities have used to identify how tourism can add value to their local economy and quality of life while expanding the opportunities our visitors have to enjoy Montana and spend money."

Winter Promotions & Web site "Make Over" Underway

Travel Montana's "Web-sters" (electronic information staff) and consumer marketers are busy working on the state's winter season promotions. The "Web-sters" are doing a complete graphic "makeover" of Travel Montana's winter website, wintermt.com, and updating the service/attraction database provided by the 1999/2000 MONTANA WINTER GUIDE.

The marketers have Montana's Downhill Ski TV and Print campaigns in place. The Ski TV Co-op involving The Big Mountain, Big Sky, Bridger Bowl and Red Lodge Mountain focuses on neighbor state and Canadian province markets plus Minneapolis. The print campaign is expanding into non-traditional ski publications like Sports Afield, Travel Holiday, National Geographic Adventure, AAA's

regional publications as well as the National Ski Club Newsletter. Also planned is a 4-page Montana insert designed for SKI and SKIING magazines that includes advertising and information about Montana's 16 ski areas.

Other parts of Montana's Winter campaign include:

Snowmobile:

The Montana/Wyoming/Idaho "Sled the Rockies" snowmobile promotion uses print, Internet banner ads and direct mail to drive consumers to the tri-state sledtherockies.org web site or to each state's call centers.

Winter Guide Promotion:

17,000 direct mail postcards go to folks in neighbor states and emerging markets announcing the availability of the 1999/2000 MONTANA WINTER GUIDE.

Regional Promotion:

New this year, Travel Montana invites Salt Lake City residents to ski Montana through National Public Radio sponsorships and a Salt Lake City Tribune/Desert News ad.

Winter Web:

Ski-related web site banner ads and sponsorships, direct mail and e-mail will promote Montana's downhill and cross-country opportunities.

Statewide L&C Conference Agenda Ready, Sept. 26-27

Montana's 1st Lewis & Clark Bicentennial Conference agenda is set. The Sept. 26-27 conference kicks off Sunday evening at Lewistown's Yogo Inn with a 7 p.m. welcome from Bicentennial Commission Chair Betty Stone of Glasgow and Commission member Curley Youpee from Fort Peck's Sioux Tribe. Actor/writer Ritchie Doyle presents his "Recollections of William Clark" performance at the opening activities.

Monday's full day schedule includes two plenary sessions and 10 break-out sessions covering topics from state/national bicentennial planning activities, interpretation techniques, community and event planning, Montana Indian participation, funding, and discussing what's next in statewide Lewis & Clark efforts.

Registration is \$75 prior to Sept. 15, \$90 after that time. For more information contact Premier Planning, 442-4141, Fax 443-0563.

RMI's Italy/Paris Reps Tour Montana

Olga Mazzoni, new RMI-Italy rep, and Herve Duxin, new RMI-Paris rep, toured Montana last month for a first-hand view of the territory they will promote in their respective country and city. Both visited the Billings area, Glacier, Virginia City/Nevada City, Helena, Missoula, some ranches, activities and events in between. Both enjoyed the scenery, the tourism product, the hospitality and the visitor opportunities Montana offers their constituents.

Schedule 1999/2000 Superhost Session Now

Montana SUPERHOST! is scheduling customer service seminars for the 1999/2000 season. Requirements are easy. Any chamber, community, agency or school that gathers a minimum of 15 paid participants and arranges for a meeting room can have SUPERHOST! provide top quality trainers, workbooks, travel guides, certificates for each participant and assistance with promotion. Price is \$15/participant for a 4-hour seminar or \$5/high school students for a three-hour session. Contact Jeri Mae Rowley at 756-3674, e-mail: superhost@fvcc.cc.mt.us.



Film Office News:

Expanding into European Market

The Montana Film Office (MFO) has joined it's Wyoming, Idaho, and South Dakota peers to pursue European production companies interested in producing television programs or commercials in this region. MFO Manager Lonie Stimac explains that European companies typically hire a large percentage of local crew members and their productions expose the region to a worldwide audience. The state film offices are working through overseas marketing contractor, Rocky Mountain International, Inc. (RMI), in this effort.

Montana Production Guide Update

Time to update MFO's MONTANA PRODUCTION GUIDE. Update forms will be mailed out to production support service companies and crew members in Sept. and Oct, respectively. Advertising opportunities are also available. Contact MFO for a rate sheet: 444-3762.

Butte Scores

The media spotlight was on Butte in July/August with six TV projects shot there: Nickelodeon, an NBC Special and video, History Channel, and a Berlin University School of Film project.

July/August Production Activity:

Commercials:Census 2000—East Glacier/Blackfeet Res.; Ford—Glacier/Blackfeet/Big Sky; Mercedes—Big Timber/Melville; Foreign Cigarette—Livingston/Paradise Valley

Still Shoots: Allure Mag.—Choteau; Health & Fitness Mag.—Big Timber
Programs: PBS - Butte; Restore America - Helena/Gallatin Gateway/Virginia/Nevada Cities/Swan Lake

Six L&C Community Planning Workshops In October

Six Lewis & Clark Community Planning Workshops are scheduled October 12-21 at regional locations around Montana. The workshops will provide community representatives tools for organizing or developing Lewis & Clark-related attractions, activities or events for the upcoming bicentennial. The workshops run from 1-5p.m. at each location. Topics include Montana visitor profiles, community organization, resource inventories, marketing, project scoping and analysis, and tourism and community planning assistance resources. The workshops are free and sponsored by Travel Montana, MSU Extension and the L&C Bicentennial Commission.



Alternative accessible formats of this document will be provided to disabled persons on request.

For more information contact Travel Montana's Victor Bjornberg, 444-4366.

Workshop Schedule:

Oct. 12 Laurel, Public Library
Oct. 13 Miles City, Community College
Oct. 14 Wolf Point, Sherman Inn
Oct. 19 Great Falls, L&C Interpretive Center
Oct. 20 Lolo, Little Community Center
Oct. 21 Whitehall, Town Hall



Calendar of Events

September

8-9 Affordable Meetings, Washington D.C.
13 ID/MT Motorcoach FAM, Missoula
13-16 RMI/KOA/Cruise America FAM (Italy/France)
14-18 Financial Times FAM (UK)
16-18 Showbiz Expo East, NYC
16-Oct. 5 World Geographic Mag. FAM, Taiwan
17-20 Unitravel FAM (UK Tour Operator)
18-22 Thomas Jeier FAM (German journalist)
21-23 Incentive Travel & Meeting Execs, Chicago
28-Oct 4 "Blazing Historic Trail" Media Tour, Gold West/Russell
30 MTRI Working Group, Helena, 10 a.m.-2 p.m.

October

4-5 Tourism Advisory Council, Bigfork



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